Authors Index Volume 3, 1986

Alaniz, L. P. and Gilly, M. C.: The Hispanic Family—Consumer Research Issues, 291

Brown, R. E.: see Motes, W. H.

Cabellero, M. and Resnik, A. J.: The Attraction Paradigm in Dyadic Exchange, 17

Childers, T. L., Heckler, S. E. and Houston, M. J.: Memory for the Visual and Verbal Components of Print Advertisements, 137

Cetola, H. and Prinkey, K.: Intraversion-Extraversion and Loud Commercials, 123

Dichter, E.: Whose Lifestyle Is It Anyway?, 151

Dolinsky, C. and Feinberg, R. A.: Linguistic Barriers to Consumer Information Processing: Information Overload in the Hispanic Population, 261

Dowling, G. R.: Perceived Risk: The Concept and Its Measurement, 193

Dowling, G. R. and Midgley, D. F.: Product Evaluation in a Dynamic Market, 99

Ezell, H. F.: see Motes, W. H.

Faber, R. J.: see O'Guinn, T. C.

Feinberg, R. A.: see Dolinsky, C.

Friedmann, R.: Psychological Meaning of Products: Identification and Marketing Applications, 1

Gilbert, S. J.: A Langian View of the "Advantage" of Advertisers over Consumers, 65
Gilly, M. C.: see Alaniz, L. P.

Harris, R. J.: see McIntyre, P.
Heckler, S. E.: see Childers, T. L.
Hosch, H.: see McIntyre, P.
Houston, M. J.: see Childers, T. L.
Hudson, G. I.: see Motes, W. H.

Imperia, G.: see O'Guinn, T. C.

Jackson, R. W.: see McDaniel, S. W.
Johnson, M. D.: Consumer Similarity Judgements: A Test of the Contrast Model, 49

Knouse, S. B.: Brand Loyalty and Sequential Learning Theory, 87

Lawton, L.: see Weijo, R.

McDaniel, S. W., Rao, C. P. and Jackson, R. W.: Inflation-Induced Adaptive Behavior, 113
McIntyre, P., Hosch, H., Harris, R. J. and Norvell, D. W.: Effects of Sex and Attitudes Toward Women on the Processing of Television Commercials, 181
Midgley, D. F.: see Dowling, G. R.
Morganosky, M. A.: Cost-Versus Convenience-oriented Consumers: Demographic, Lifestyle, and Value Perspectives, 37
Motes, W. H., Brown, R. E., Ezell, H. F. and Hudson, G. I.: The Influ-
Dowling, G. R.: Perceived Risk: The Concept and Its Measurement, 193
Dowling, G. R. and Midgley, D. F.: Product Evaluation in a Dynamic Market, 99

O'Guinn, T. C., Faber, R. J. and Imperia, G.: Subcultural Influences on Family Decision-Making, 305

Pitts, R. E.: Guest Editorial, 241
Prinkey, K.: see Cetola, H.

Rao, C. P.: see McDaniel, S. W.
Resnick, A. J.: see Caballero, M.

Schindler, P. S.: Color and Contrast in Magazine Advertising, 69
Seymour, D. T.: Forced Compliance in Family Decision-Making, 223
Shiffman, L. G.: see Shuv-Ami A.
Shuv-Ami, A. and Shiffmann, L. G.: Time Perception in the Diffusion of Safety Hazard Information, 211

Valencia, H.: see Wilkes, R. E.

Wallendorf, M. and Nelson, D.: An Archeological Examination of Ethnic Differences in Body Care Rituals, 273
Weijo, R. and Lawton, L.: Message Repetition, Experience and Motivation, 165
Wilkes, R. E. and Valencia, H.: Shopping-Related Characteristics of Mexican-Americans and Blacks, 247